

JULY 4, 1942

25 Cents

The Billboard

The World's Foremost Amusement Weekly

Vol. 54. No. 27



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And His Orchestra**

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Quinto Theater, Chicago
Management:
Walter Morris Agency

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(AND HE'S A-1 IN MY HEART)

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(THE LAMP OF MEMORY)

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ASK ANYBODY!

Professional Copies
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Orchestrations . . . 75c
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FOR THE BEST MATERIAL FOR ANY PERFORMANCE OR
PROGRAM ASK THE OLD RELIABLE "HOUSE OF HITS!"

EDWARD B. MARKS MUSIC CORPORATION

RCA BUILDING • RADIO CITY • NEW YORK, N. Y.

FRANK HENNIGS, Gen. Prof. Mgr.

Conducted by PAUL DENIS—Communications in 1566 Broadway, New York City—SAM HONIGBERG, Associate

Clubs Set Shows Atlantic City Despite Dim-Out

ATLANTIC CITY, June 27.—Despite the dim-out which has closed windows on bookings at Atlantic City, there is expected to be a good turnout for the first three days of the Atlantic City show. The Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show. The Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show.

Charlie Schenck's Bath and Club nights up again Thursday (2) with the same. Sam Hagen, with Charlie Johnson and the Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show. The Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show.

Jockey's Derby Club has reopened with Broke, Twine, Earl Hall, Poppy Gorman, Frankie Madden, Lucine, Rosalie Fritz and the Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show. The Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show.

Atlanta Grady Sets Summer Floorshows

ATLANTA, June 27.—The first unit of a string of floorshows booked for the Atlanta Grady Hotel's Paradise Room opened last night, composed of comedian Jack Harty, Alvin Karpis, and the Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show. The Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show.

Among the acts set to follow are Lee Dixon, Billy Dean, Ginger Harmon and the Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show. The Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show.

This is the second summer program that Judy Johnson has offered floorshows to the Paradise Room, where she again has been set to do an all-time high. The Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show. The Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show.

Johnson explained that it was quite a feat to get a sign of this nature for Atlanta, since only one other place in the Southeast plays this type floorshow, and transportation problems are increasing. Semi-stable teams are also booked.

New Carroll Show

MCKAYWOOD, June 27.—Earl Carroll is signing today for new edition of Earl Carroll show, which is to open in the Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show. The Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show.

Among the acts set to follow are Lee Dixon, Billy Dean, Ginger Harmon and the Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show. The Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show.

Harris Joins WM In Chi as Bookers

CHICAGO, June 27.—Earl Harris, professional advertising manager for The Billboard, left the paper to join the Chicago office of the Western Motion Picture Agency as a booker. Harris will join the agency's Chicago office, which will join the agency's Chicago office, which will join the agency's Chicago office.

Barbara Wants To Put Up Army With Showmanship

DETROIT, June 27.—Proposed to organize a Free Italian Corps to invade Italy has been the idea of Barbara Harris, owner of the Bowery Club here. Her idea to Washington D.C. to put her idea to the War Department.

Barbara's plan is to outfit the army with showmen from Italy or of Italian descent. Barbara would organize the army with showmen from Italy or of Italian descent. Barbara would organize the army with showmen from Italy or of Italian descent.

Kelly Opens New Club in N. Y.

NEW YORK, June 27.—Stewart local spot in Manhattan on the site of the new club, the Kelly Club, is expected to be a good turnout for the first three days of the Atlantic City show. The Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show.

Kelly opened the Kelly's here a few years ago, but it folded after a few years. Kelly opened the Kelly's here a few years ago, but it folded after a few years. Kelly opened the Kelly's here a few years ago, but it folded after a few years.

Frank Cornell is longing his supper club open this summer. Frank Cornell is longing his supper club open this summer. Frank Cornell is longing his supper club open this summer.

The Plaza Pardon Room, now featuring the Pardon Room and Ben Carter's show, is expected to be a good turnout for the first three days of the Atlantic City show. The Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show.

Washington New Key Point for All Show Biz Due to War Rules

(Continued from page 1)
as member one propaganda medium. Besides working night along with GPF in this connection, the industry contributed one of its own when Eleanor Davis took over the direction of Office of War Information. An ever-increasing function is being given to the industry to assist in the war effort.

Connecting their wholeheartedly to the war effort, clubs have opened the way for further diversional time with Washington. Many London, formerly being converted station operation, the industry activated the problem of securing equipment for the war effort. Many London, formerly being converted station operation, the industry activated the problem of securing equipment for the war effort.

A WPA order setting down an official recognition of the industry in the war effort, clubs have opened the way for further diversional time with Washington. Many London, formerly being converted station operation, the industry activated the problem of securing equipment for the war effort.

Legit, too, has been involved in recent government ratings. Problems of inadequate transportation for road companies have been a major problem. Legit, too, has been involved in recent government ratings. Problems of inadequate transportation for road companies have been a major problem.

AGVA Puts Fisher on Unfair List; Result of Hamid-AC Pier Dispute; Also Lists Night Clubs and Acts

NEW YORK, June 27.—Arthur Fisher has been placed on the unfair list of the American Guild of Variety Artists for booking the Hamid-AC Pier, Atlantic City, for the summer of 1942. Arthur Fisher was notified of the unfair list.

George Harold has been on the unfair list for some time for failure to negotiate a union shop agreement. Harold was notified of the unfair list. George Harold has been on the unfair list for some time for failure to negotiate a union shop agreement.

Fisher will be allowed to book other theaters for which he has been setting talent, pending arbitration of the union. Fisher will be allowed to book other theaters for which he has been setting talent, pending arbitration of the union.

AGVA, which recently appointed executive secretary, Walter Green, is moving to clear up many issues left by previous management. AGVA, which recently appointed executive secretary, Walter Green, is moving to clear up many issues left by previous management.

Another listing was placed against Club Moderne, San Francisco, and its management for failure to negotiate a union shop agreement.

George Harlow, owner of the 1-1-1 club, has moved across the Chicago his management. George Harlow, owner of the 1-1-1 club, has moved across the Chicago his management.

Cris Colton, in the Village, has closed night, due to being in getting a permit of 94 liquor license. Cris Colton, in the Village, has closed night, due to being in getting a permit of 94 liquor license.

manager, Joe Marcell. This action was taken as a result of the club's failure to fulfill a contract for the management of the Hamid-AC Pier, Atlantic City, for the summer of 1942.

The Top Club, Montreal, also got the same treatment for conducting a contract with George Harlow after the recent performance of the Hamid-AC Pier. The Top Club, Montreal, also got the same treatment for conducting a contract with George Harlow after the recent performance of the Hamid-AC Pier.

On June 15, AGVA placed Hamid-AC Pier and George Harlow on the unfair list for failure to carry out contracts upon completion of the Hamid-AC Pier. On June 15, AGVA placed Hamid-AC Pier and George Harlow on the unfair list for failure to carry out contracts upon completion of the Hamid-AC Pier.

All bookers, agents, unions and others have been notified of these actions.

Vande for 1st Time In Little Rock And

LITTLE ROCK, Ark., June 27.—First time the Vande has been in the Southern Association of Entertainment, Inc., recently organized under the name of the Vande has been in the Southern Association of Entertainment, Inc., recently organized under the name of the Vande.

A suit involving the right of the entertainment association to use the building for the Vande has been filed in the Southern Association of Entertainment, Inc., recently organized under the name of the Vande.

PORT WORTH, June 27.—Binghams based by Paul Harris and based with night club, which is expected to be a good turnout for the first three days of the Atlantic City show. The Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show.

Among the acts set to follow are Lee Dixon, Billy Dean, Ginger Harmon and the Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show. The Atlantic City show is expected to be a good turnout for the first three days of the Atlantic City show.

Starting NEXT WEEK 4TH ANNUAL NIGHT CLUBS-HOTEL PUBLICITY POLL

- July 11 Issues Best Night Club Poll in New York City. The poll will be conducted by the Night Club Owners' Most Effective Publicity Campaign, which will be conducted by the Night Club Owners' Most Effective Publicity Campaign.
- July 15 Issues Best Hotel Poll in New York City. The poll will be conducted by the Hotel Owners' Most Effective Publicity Campaign, which will be conducted by the Hotel Owners' Most Effective Publicity Campaign.
- July 25 Issues Best for the first time, a survey of Chicago night club publicity men and their methods.

NIGHT CLUB EDITORS AND WRITERS, BROADWAY COLUMNISTS, SOCIETY EDITORS, PICTURE EDITORS AND OTHER NEWSPAPERS RECEIVING NIGHT CLUB-HOTEL PUBLICITY—VOTE THEIR LINKS AND BELIEVES IN THIS POLL.



TO WIN THIS WAR, more and more billions are needed and needed fast—AT LEAST A BILLION DOLLARS A MONTH IN WAR BOND SALES ALONE!

This means a minimum of 10 percent of the gross pay roll invested in War Bonds in every plant, office, firm and factory in the land.

Best and quickest way to raise this money—and at the same time to "brake" inflation—is by stepping up the Pay-Roll War Savings Plan, having every company offer every worker the chance to buy MORE BONDS.

Truly, in this War of Survival, VICTORY BEGINS AT THE PAY WINDOW. If your firm has already installed the Pay-

Roll War Savings Plan, now is the time—

1. To secure wider employee participation.
2. To encourage employees to increase the amount of their allotments for Bonds, to an average of at least 10 percent of earnings—because "token" payments will not win this war any more than "token" resistance will keep the enemy from our shores, our homes.

If your firm has not already installed the Pay-Roll War Savings Plan, now is the time to do so. For full details, plus samples of result-getting literature and promotional helps, write, wire or phone: War Savings Staff, Section E, Treasury Department, 703 Twelfth Street, N. W., Washington, D. C.

U. S. War Savings Bonds



This space is a contribution to America's all-out war program by

The Billboard Publishing Co.

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by EMIL ZUREYK — Communications to 1564 Broadway, New York

Civilian Defense Funds Raised by Bingo Games

Ohio village officials turn to new sources to raise money for civilian defense projects—move is being watched with interest by bingo field observers

STUFFED LIKE C. June 27—Mayor Wayne J. Miller and Councilman William Miller, the leading officials of this little shore village, have admitted that they have turned to a new way to raise funds for village projects. To a statement submitted today by the two men, who are also leaders in the Shellfish town Civic Club, explained that the Civic Club is sponsoring bingo games in the old Cleveland Beach house built to raise funds for civilian defense. The project has been known for a little over four years and it is expected that the games will produce more than enough revenue to take care of the village's needs. Justice the mayor and Miller, who is treasurer for the bingo project, other village officials and the Civic Club, Mayor J. Miller, of the fire department, and Charles Threlk, another councillor.

The necessary bingo equipment has been rented from a local resident who has been helping in the raising of the funds. Chief Deputy Mayor Charles Lewis has looked into the game and apparently it has his sanction since he found no local opposition.

Funds Really Needed

The decision to try bingo as a fundraising medium was the direct result of the last two council meetings. It had become quite clear to the councillors that the village, with little help from the State cleanup project, would be required to raise the necessary funds to carry out its projects. The village was in a position to do this, but the funds were not being raised. The village was in a position to do this, but the funds were not being raised. The village was in a position to do this, but the funds were not being raised.

Bingo operations are watching the experiment in this small village with considerable interest. How to a card of officials turning to bingo as a source of the money is being watched.

Canadian Oldtimer Sells War Souvenirs

ST. JOHN'S, N. S., June 27—Residents of this town are being reminded that the war is not over. It is the attitude, he is going to go to the house-to-house selling of war souvenirs that the war is not over. It is the attitude, he is going to go to the house-to-house selling of war souvenirs that the war is not over. It is the attitude, he is going to go to the house-to-house selling of war souvenirs that the war is not over.

Meanwhile, as people as ever doubt the war, he has had direct dealings with all phases of the war industry. He has shifted from his own mechanical services here to a business operating the first war souvenir business in the town. He has been a pioneer in this field. He has been a pioneer in this field. He has been a pioneer in this field. He has been a pioneer in this field. He has been a pioneer in this field.

Not long after the start of this war he has concentrated on war souvenirs and has been a pioneer in this field. He has been a pioneer in this field. He has been a pioneer in this field. He has been a pioneer in this field. He has been a pioneer in this field.



THE OUTDOOR game is here to stay and a reorganization of the fundamental design necessary for the success of bingo games is in order. A survey of leading operators shows the fact that three important elements must not be overlooked if the operator wishes to make it. First, the location of the site for the game. It must be centrally located, and having surroundings should be made to provide for the comfort of the players. The location of the site for the game. It must be centrally located, and having surroundings should be made to provide for the comfort of the players.

Second, the proper publicizing of the game. It is up to the individual operator to tell on the exhibition medium that will work in his case. But most important, the survey showed that the merchandise prices offered should be worth while. Operators also should be given to games by travel agents, stock and other factors.

Third, the necessity for keeping the game functioning smoothly and efficiently with a minimum waste of time. All merchandise to be awarded should be arranged in a prominent space and the display field needs to be attractive so possible.

An analysis of the three points outlined above shows that they are nothing more than the mere application of business methods on which any sound business enterprise is based. These three points are those that all over the nation all state that business is good. The outdoor game is a good business. The outdoor game is a good business. The outdoor game is a good business.

THE LEADERSHIP game demand for players in the field of the business of bingo operators. With a variety of games still available on the market there isn't any problem in selling them. The game is a good business. The game is a good business. The game is a good business.

Whereas in the nation appears a very serious war, the game and other things are in demand and they have an appeal and attractiveness that adds plenty of cash to any display show. Being recent sources it has been a problem to secure certain merchandise items, but the increased popularity of the game is a good business. The game is a good business. The game is a good business.

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESMAN'S AND TRADE STIMULATORS.

By BEN SMITH

We have often heard that the after-noon business is a depression business. It has been an old story but because a card or board business has been taken over by the depression business. It has been an old story but because a card or board business has been taken over by the depression business.

We have a situation today which is being regarded as a depression business. It has been an old story but because a card or board business has been taken over by the depression business. It has been an old story but because a card or board business has been taken over by the depression business.

Quite often John Doe may ask to be put in the office. He may ask to be put in the office. He may ask to be put in the office. He may ask to be put in the office. He may ask to be put in the office.

This business is a hot business. The average life of a day is comparatively short and is most men must work the night shift. It is a hot business. The average life of a day is comparatively short and is most men must work the night shift.

We have an arrangement from the Ontario & Lake Michigan. The director of the New York City which is to be held at the Hotel Pennsylvania, August 10 to 12. It is a hot business. The average life of a day is comparatively short and is most men must work the night shift.

Feature American Slim
BUFFALO, June 27—American slim dress is being followed by recent customers and has been a success. According to reports received from those who have visited the country, the product is a success. According to reports received from those who have visited the country, the product is a success.

It is also reported that the slim dress is a success. According to reports received from those who have visited the country, the product is a success. According to reports received from those who have visited the country, the product is a success.

Rise in Shell Lamp Demand Is Noted by Trade

MIAMI, June 27—Consumers who have been the leaders for a considerable period of time report they have always watched any products that have come up by attracting consumers in the home and looking for a new product. It is a new product. It is a new product. It is a new product.

The shell lamps made of seashells are by far the most popular in the country. They have gained popularity with the public for many years. The shell lamps made of seashells are by far the most popular in the country.

(See SEA SHELLS on page 58)

More Women in War Factories To Up Metal Demand

WASHINGTON, June 27—The employment of more women in war industries is expected to create an additional demand for manufacturing metals. According to reports received from the War Relocation Authority, the demand for metals is expected to increase.

A survey of operations in the war industry indicates that 90 per cent of the jobs could be done by women, according to the chairman of the War Relocation Authority. The demand for metals is expected to increase.

War industries covered by the survey include manufacturing of aircraft and equipment, automobiles, electrical machinery, petroleum, truck, tank and equipment, machinery, electrical machinery, petroleum, truck, tank and equipment, machinery, electrical machinery, petroleum, truck, tank and equipment.

It is claimed that the development of new machinery now makes possible the employment of women in the manufacture of heavy steel and other types of machinery. Methods currently used in the manufacture of machinery are being improved. The demand for metals is expected to increase.

ZIRCON RINGS

Ladies & Gents **\$4.00** to \$20.00 Each

Send us your old rings, jewelry, etc., and we will treat it with beautiful gemstones at a low cost.

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Coin Machines

AMUSEMENT... MUSIC... VENDING... SERVICE

A Department for Operators, Jobbers, Distributors and Manufacturers

WALTER W. HURD, Editor
The Billboard, Ashland Bldg., 155 N. Clark St.,
Chicago, Ill.

Patriotism

The approach of July 4 suggests the need of practical discussions of the old-fashioned subject of patriotism. It is not easy to talk about patriotism without becoming too trite, or else putting on too much display.

War severely tests the real patriotic spirit of the people that make up a nation and practical discussions of patriotism are a necessity in times of such great emergencies as war.

There are fanatical patriots as well as the more practical kind. The Nazi followers of Hitler boast loudly of their patriotism, and in their own way they are patriots, but to the world of free peoples they can only be considered as fanatics. The evil of their ways is the strongest argument at the present time for intelligent patriotism among free peoples. People who in normal times never give duty to country a second thought must now stop and think seriously. In normal times we may find much to criticize in our government, its officials and its laws, but now necessity compels us to support our government to the limit.

Hitler and his gang said that the younger generation of Americans would not stand up and fight for their country as Nazi youth would. But American soldiers and sailors up to the present time have given an excellent account of themselves. The record up to the present time

has been enough to restore faith in the patriotic ideals of the nation, if any had lost faith in those ideals. Faith in America is also strengthened by the strong patriotism shown by the other United Nations. One after another, the fighting men of these nations are showing that people still hope for better days and greater freedom.

It must be admitted that the past several years have put some severe strains upon American patriotism. Following the first World War Americans, many of them, were in a mood to become an easy victim to pacifist propaganda and most any other kind of propaganda. This was a severe test of the good old American spirit. The evil propaganda was fed to Americans in many different flavors. One potent flavor was to emphasize the debts which former allies owed America and would never pay. Actually, the debts have been paid over and over again because the United States was the creditor nation and the gold supply of the world kept flowing into its banks. But propaganda is a strange

thing and a lot of people still think these nations are in debt to us. Recent announcements about lend-lease arrangements indicate our present leaders will avoid the former mistakes about debts.

Business in a highly competitive age is also a severe strain on patriotism. In the midst of chiseling and cut-throat competition it is not easy to sing the national anthem with enthusiasm. In the midst of unemployment and other contrasts in poverty and wealth it is not always easy to respect the flag. The force of competition leads many men to forget all about patriotic ideals and to lose themselves in the mad struggle for mere business. No method has yet been found to prevent the evils of competition in modern business and those who would keep alive national ideals must reckon with these facts.



The truck talk about after-the-war plans may lighten the present mood and of losing the home and life. (Caption from The Chicago Daily News.)

Partisan politics also is a continuous and heavy strain upon true patriotic spirit. It is easy to become more enthusiastic about party than about the nation as a whole. Perhaps human beings are partisan by nature and hence every citizen must fight to keep himself rightly balanced in his love for country and love for party. The present war has revealed two interesting cases of partisan strife within a nation. France was torn by political strife at the outbreak of the war and soon succumbed to the enemy. China was likewise torn by internal strife when first attacked by Japan but there the record has been quite different. The encroachments of Japan upon Chinese territory has been a powerful influence in uniting that great country so that its armies have put up a fight of endurance almost beyond belief.

When Japan attacked the United States the effect on partisan strife in this country was similar. It served to unite the people and to put an end to party bickering as nothing else could. It is not fair to say that war may do good by forcing people to forget their petty differences and to unite in common defense, but the effect is there and we should consider its meaning in building up patriotic spirit.

It is not easy to tell who is a real and practical patriot and who is not. In the first World War I saw fellows who were considered weaklings back in the States become courageous soldiers in France, and men thought to be brave became cowardly. In the last analysis we are all Americans and must sink or swim, win or lose together.

Internal Revenue Letter, of June 12, Contains Vital Info On Attitude Toward Free Play

The following letter from the Washington office of the Internal Revenue Department was received by a well-known operators' association and has been made available to us for publication. The paragraph text in the last states that free plays, when not returned, permit the pinball games to be located at the 419 rate.

Reference is made to your letter of June 5, 1942, and office reply telegraph of June 10, 1942, relative to special tax liability of persons maintaining pinball machines. You inquired particularly regarding the classification of pinball machines where the merchant or location owner pays over the counter cash, merchandise, tokens or premiums for unused free games remaining on the machine to the player who no longer wishes to continue playing the machine.

You state that some of the Internal Revenue district offices contend that this procedure of payoff makes the game taxable at \$93 per year. It is your contention, however, that the practice of paying over the counter does in any way change the status of the machine which under the Revenue Act of 1941 is specifically placed in the \$10 tax group.

You were advised in the above-mentioned telegram of June 10, 1942, that pinball machines come within the classification of gaming devices when the location owner redeems unused free plays and the special tax liability incurred is at the rate of \$850 per year.

Section 3207 of the Internal Revenue Code as added by Section 553 of the Revenue Act of 1941, which imposes the taxes with respect to the maintenance for use of coin-operated amusement and gaming devices, defines the term "gaming device" to mean "any so-called slot machine which operates by means of insertion of a coin, token or similar object and which, by application of the element of chance, may deliver or entitle the person playing or operating the machine to receive cash, premiums, merchandise or tokens."

The bureau holds that pinball machines which deliver cash or tokens to the player or where the location owner redeems unused free plays, or where he offers prizes to anyone making certain scores, come within the purport and scope of the above gaming device definition.

Pinball machines which accept free plays only or where the location owner accepts a prize for the high score made in a given specified period, such as a day, week or month are considered to be amusement devices.

Your letter called attention to rulings issued in October, 1941, in D. Gottlieb & Company and to George M. Glumgold which held the pinball machines which afford free plays only or where the location owner offers prizes for scores were considered to be amusement devices. The purport of these rulings are in substance the same as the present holding, the only difference being that the present ruling has incorporated the added clarification of what was meant by the phrase "offer prizes for scores."

(Signed) D. S. BLISS, Deputy Commissioner.

Excise Tax Reports . . .

CHICAGO, June 27.—Information on excise tax recommendations by the House Ways and Means Committee continued to be indefinite during the week. The proposals were placed in the hands of the drafting clerks during the week and the final draft is expected to be ready by July 8.

Then it will be known definitely what taxes have been recommended by the committee. Political reports have circulated that the Senate Finance Committee may oppose some of the general tax provisions, thus delaying final passage of the bill.

It is known that committee members discussed trying to double the federal revenue from coin machines by extending the coverage in some way. Newspaper reports have been confusing on this point and no direct information is available.

Reliable reports say that the proposed tax on soft drinks was dropped, and that the proposed tax on candy and gum was also apparently dropped. The federal excise tax on cigarettes will be increased if the recommendations become law.

Kill Maryland Vender Tax . .

BALTIMORE, June 27.—After long court procedure the Maryland Court of Appeals ruled against the State in declaring the State tax on vending machines null and void. The high court thus sustained a lower court verdict.

The lower court had ruled against the State vending tax law on a technicality. Hence the high court verdict will not be of much general aid to the vending machine trade. The State has a few days in which to petition for a new hearing, but no report has been made of such a move.

BRIEFS of the WEEK



Deaths

John W. Smith, partner in the Wayne Pianos Company, Detroit, June 18 in that city after a long illness. Smith was president of the Detroit City Council as the State of Michigan.

Marriages

Joseph Farnon, Williams Music Company, Spokane, to Gladys Dennis on July 8 at Cedar St. Alaska, Alaska. Private St. Charles, formerly with Boulevard String Co., Moscow, Pa., distributor, to Ann Bradley on June 18.

Births

A son to Mr. and Mrs. Milton L. Smith in Boston on June 25. Father is assistant treasurer of Pioneer Amusement Sales Corporation of New England.

A daughter, Diana, to Mr. and Mrs. Bill Signer in Spokane. Father is coin machine manager for Rex Amuse.

Personnel

Carl Wellwood has joined the Royal Music Company, Seattle.

Melvin McFarland has been employed as bookkeeper by the Elmer Music Company, Minneapolis.

Lorraine Bailey is now in charge of the coin-operated machine department at the Maplewood Service Company, St. Paul.

Johnny Wilson is now manager of pinball machine operation at the Port Worth Variety Company, Port Worth, Tex.

In Military Service

Jack Gray, Elmer Sales Company, Minneapolis, in the army.

Cliff was in army when 1941 was taken to the army.

New Addresses

George Power Company, 140 West 8th Street, New York.

Cliff was in army when 1941 was taken to the army.

Fun Changes

John Sales Company, Detroit, has discontinued the jobbing and of its line.

Joseph J. Scherzberg, Inc., Detroit, has been dissolved, and all proceeds made by the company will now flow to the estate of Scherzberg Products Corporation.

Jack Gottlieb, Jack Gottlieb Distributing Company, Los Angeles, has purchased the O. K. Music Company, Los Angeles, from Elmer Gray.

New Firms

Lowell Distribution, 8, Carl Marshall and Alfred Alder, 1222 North Chicago Street, Baltimore, Md.

Debbie Coin Machine Service, Jacob Osher and Charles School, 409 East 23d Street, Baltimore.

WPB Offers Eight Aids to Trade

CHICAGO, June 27.—An offer to supply information regarding new industrial developments while might be of use to war industries was made possible by the newly created technical development section of the Chicago War Production Board.

Through this office the services of nearly 1,000 engineers, technologists and scientists in solving diverse data of industry have been made available to speed knowledge of new processes and methods to stimulate war production.

Developments Described

The eight new industrial developments consist of:

1. Electronic controls for steam, water and electric systems to maintain accurate temperature, flow and pressure conditions.
2. A new method of combining sheet steel and drawing into great strength, speedy assembly, save money and steel and is especially useful for building ships, bridges, tanks and portable units in general used to be used.

Slot Machines Look for Boom During Summer

(Specialized from The Milwaukee Journal, May 27, 1942)

Hundreds of new, shiny gambling devices recently have flooded many Wisconsin counties, especially in the beach resorts.

Strictly forbidden by a State statute, the gambling devices experienced their first "big play" at the new Milwaukee City, where they were sold at the same time as in this State. The machines are set up in every conceivable business place in the town, including the following: restaurants, beauty shops, grocery stores, meat markets, bowling alleys, department stores and drug stores.

Unless checked by local or State law enforcement authorities, slot machine operators are hopeful of a better year. Some suggest that many workers who will be seeking relaxation at beach resorts are the highest in more than a decade.

May Pay Taxes

Evidence of the flood of new slot machines in the State continues in the public files of the bureau of Internal Revenue here Saturday. They listed the names of 410 owners of machines who paid the federal gaming tax in May on slot machines, pinball machines with payoff data and slot machines that pay out in quarters.

The tax on each is \$10 for a year. It is proportionately smaller for lesser periods.

The federal law is applicable to no immunity from prosecution under State law is provided. Slot machine owners who are forced to take out their machines because of the possibility of being sued can obtain any advice on their tax, according to a federal ruling.

The number of operators who paid the tax in May is the largest in any month since the bureau first made its list public in January 25. The previous monthly figures have been 1,400 when 1941 was taken to the army.

With the addition of the 410 operators, the bureau's complete list now includes the names of 1,810 operators of slot machines, including 300 from Milwaukee County, who have paid the gaming tax since October 1, when the law went into effect.

Up to 20 Machines

Cyclists included in the public list have paid taxes on as many as 20 gaming devices each.

The bureau also lists the 18 Wisconsin counties represented in the May list of operators made public by the bureau of Internal Revenue, and a mandatory provision of the Internal Revenue code. The law states that 100 operators in Wisconsin County and 40 in Monroe County paid the gaming tax in May on slot and other gambling machines.

Monroe County operators named in the May list of special gaming taxpayers by the bureau of Internal Revenue included two slot operators:

Inc., Milwaukee Jan. No. 24, 2024 West North Avenue.

American Legion, Turner-Park Road No. 120, 2024 West North Avenue, West No. 120.

For machine listings; no wedding or listing required.

New Glass Dispenser

5. Addition of signs by sunlight or electric bulbs by a method which causes the glass to be clear and the signs depending on a screen of the light or personal view in blackboard for strategic locations.

6. A machine that applies glue to all pieces in one operation.

7. A machine that either grinds or cuts, depending on the type of material, and rubber tubing, used for all except cement and concrete.

8. Fabricated parts for concrete construction that can be used or made to order for repeated use, with saving of time, money, labor and space.

9. A machine that can be used for cutting, punching, stamping or welding openings, which eliminates costly bending and making of iron.

10. A machine that can be used to compact mechanical glass, providing an easy way to stamp and shape objects in glass, which is suitable for glass-charge operations.

"A particularly melodious piece which packs plenty of promise; fashioned for wide use in the music boxes."

—from the Billboard,
"ON THE RECORDS."

HEAVENLY HIDEAWAY

- **THE 4 KING SISTERS**
on Bluebird
- **HORACE HEIDT**
on Columbia
- **SONNY DUNHAM**
on Bluebird
- **ART JARRETT**
on Victor
- **JIMMY DORSEY**
on Decca

HEAVENLY HIDEAWAY comes to you from the publishers of that other big money-maker — MOONLIGHT COCKTAIL

Jewel
Music Publishing Co.
1674 Broadway, NEW YORK

RECORDING GUIDE—PART 2



A Forecast of What New Songs and Record Releases are Most Likely to Be Needed by Phonograph Operators

● POSSIBILITIES ●

These Records and Songs, either selections of Record Performances, Noteworthy Hits in Automatic Phonographs, Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative importance of songs in their catalogs and upon the judgment of The Billboard's Music Specialists.

I NEED VITAMIN "U" . . . HORACE HEIDT (Tony Pastor) . . . Columbia 36610
A very catchy melody—very easy to remember—easy to sing and it just goes down an easy curve of becoming a good piece for the coin machine.
It's an eye-catching title for the stage and the tune comes on a welcome interval in the stream of sentimental ballads which are always dominating the song and disc markets. Words and air hope to a good job on it, and the maestro's name is a drawing card location. A good one for operators to check off for the dog-days season.

SOMEbody's THINKING TEDDY POWELL (Tony Pastor) . . . Bluebird 11520
OF YOU TONIGHT . . . FRANKIE MARTIN (Philo Myles) . . . Columbia 36512
Here we have one of those lovely and seductively ballads which remind one of the delivery of at least six other songs of the same formula. However, it's a tried-and-true formula and there's no reason to believe that it still won't be good with this song. Both of the above listed instruments are executed with all the steps, and the featured warbling on both, given the lyrics all of their intended fire. No the best of the best, by any means, but certainly a good choice for operators looking for easy material.

BROTHER BILL . . . CHARLIE SPYER (The Starbreakers) . . . Columbia 36578
TONY FACTOR (Tony Pastor) . . . Bluebird 11520
This is a fairly interesting composition which "Buckshot" person some song. Charlie Spyer's recording of it is a real work song has become hit the phone work centers in a few areas, and now Tony Pastor comes along this work with his soulful version. It's a novelty on the record side, but serving as on a solid singer instrumentally. It may never reach the same heights, but it is just a very good example of becoming one of those intermediate numbers which in the long run just in some niche than the shorter lived leaders.

FOUND YOUR TABLE . . . HORACE HEIDT (Tony Pastor-Gus Chas.) . . . Columbia 36595
FOLKA . . . LAURENCE WALKER (The Harmonies) . . . Decca 4940

A standard, lively polka complete with all the typical ingredients. Success for its audience here at this time is because of the recent surge of life it has taken on from the Heids and Mary Martin version. One or two reports from the operators state that it is showing plenty of promise in their business. The Walk and has been sold for some time, and has been enjoying steady play in many locations. Operators who have played up either version up to now had better hop on and stock up, because this polka is on the way to better things.

● THE WEEK'S BEST RELEASES ●

These Records have the Strongest Chance for Success among the Past Week's Releases in the 3 Major Categories. Selections are based upon Commercial Appeal, Not Musical Value. These are not definite predictions, but merely the opinion of The Billboard's Music Department.

WHEN THE WHITE AZALEAS START BLOOMING . . . KING CROSSY . . . Decca 18294

No longer confined to the tell-tale memory, the melody songs are enjoying new-found popularity, and still for a steady stream are just as likely to be heard on Broadway as well in the town. Here King Crossy leads his voice to a beautiful song of the wide open, singing in true Western style, and the ballad should serve plenty of lives among the phonograph listeners.

WONDER WHEN MY BABY'S COMING HOME . . . SAMMY KAYE (Harry Newman) . . . Victor 37922

A new ballad format that looks big, and a new voice with the Kaye crew, makes for plenty of phonograph box office in the days. Miss Kaye, the first girl with this sound, delivers the vocal goods handsily with a style and delivery that match the beauty and mood. Moreover, there's plenty of appeal to the male folk. Pleasureable in class, a natural for the coin-machine, being Ray's Great Old Song.

THIS IS WORTH FIGHTING FOR . . . RAY MARSHLEY (Hugues Lord) . . . Hi 7006

A new war theme that shows plenty of promise of exciting us. Ray Marshley turns in a polished performance in the smooth and sweet pattern that should go far in carrying the few of peace. And the steller cooperation of Miss Lyne Chas makes it great. Also a worthy entry in Girl the Muses in My Pocket.

BROTHER BILL . . . TONY FACTOR (Tony Pastor) . . . Bluebird 11520

This melody story about two boys going bear hunting, written about years ago by Louis Armstrong and brought back to life by Charlie Spyer recently, is bound to get on solid ground, when the radio-music stars enjoy every Phyllis's interpretation. There it is a beauty for a story that had been dashed off with a spirited rhythm that appeals. Moreover, the song itself is an excellent vehicle for the great vocalizing of the melodies.

I'M GETTIN' MIGHTY LONESOME FOR YOU . . . RUS MORGAN (Rus Morgan) . . . Decca 18293

With this public showing as much later for the sentimental songs with a heavy touch of nostalgia, here is one that fits the formula perfectly. A swing ballad, it packs all the charm and spirit of Russ's old, Western Moon. In fact, the melody is a perfect counterpart of that classic. The Morgan music is on the smooth and silky side, with a colorful rhythmic solo being arrangement that captures the true spirit of the song. And the maestro's vocal is acceptable.

Names in parentheses indicate writers. Soundtracking marks are purely editorial from this column.

PART ONE

of the Record Buying Guide showing records which are doing best and showing top 10 where Machines appear in their own departments.

LEEDS
IS IN THE GROOVE
WITH THESE Sensational
NEW RELEASES—

KEEP SMILIN',
KEEP LAUGHIN',
BE HAPPY

John Kirby on Victor
Johnny Lunsford on Decca
Alvin Ray and the
4 King Sisters on Bluebird
Delta Rhythm Boys on Decca

AMEN
(Yea-Man)

Woody Herman on Decca
Alvin Lunsford on Bluebird

I'M GOING
MO-O-OVE
TO THE
OUTSKIRTS
OF TOWN

Leslie Jordan on Decca
Count Basie on Columbia
Johnny Lunsford on Decca

KNOCK
ME A
KISS

Leslie Jordan on Decca
Gene Krupa on Columbia
Ick Span on Decca
Johnny Lunsford on Decca

MAD
ABOUT HIM
HAD WITHOUT HIM,
HOW CAN I BE GLAD
WITHOUT HIM
BLUES

Donch Shure on Bluebird
Jerry Ward on Decca
Delta Rhythm Boys on Decca

LEEDS MUSIC CORP.
RKO BLDG.
RADIO CITY, NEW YORK

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office.

LOS ANGELES, June 27.—Headliner music operators just in from along the coastline during the week in search of machines for the July 4th week-end. Belief is that this will be one of the busiest holiday week-ends ever experienced in this section.

Working machine makers in good form have been ready for operators getting increasing takes from war plants. Corporate machines are also doing good in the plants but restrictions on stocking to run 24 hours the day mean that other machines enjoy.

There have been no indications of a tax collecting in this section but the hearings in Washington are being closely watched by the decisions regarding it. Some operators have agreed to decrease their leasing by 30 per cent.

Happel-Danaher Call

Ed Happel, Eugene Smith Company, and D. C. (Doc) Danaher, Western representative for Danaher, just in from the Machine Company Club House, Paul Hays last time for Portland, Ore. to visit his son-in-law. Jack O'Brien was elevated in the Navy and is entering call.

Johnny Greenwald, western representative for Danaher Machine Company, is back after a brief illness. . . . Mr. Weeks, in charge of the strike at Danaher, is back after a brief illness. . . . Danaher and Frankie King are handling a picture producing set-up. . . . Bobbie Wolf, son of Irving Wolf, comes back to Los Angeles after a brief illness.

General Picking

Paul Platt and D. L. Turner, General Music Company, are taking time out for picking. They recently returned from a business trip to New Providence. . . . Clyde Emerson, Los Angeles general and scale operator, reports taking sick. . . . J. Cooper, General Music Company, Los Angeles, is planning some changes in his operations. . . . Ray Jones, Los Angeles scale operator, took a sick in Los Angeles.



Every Side a Hit

7008

I Left My Heart at the
Stage Door Cafeand
He Wears a Pair of
Silver WingsMal Hallett
and His OrchestraList Price 10c. Post Paid. See Your
Local Distributor or Write to
CLASSIC RECORD CO.
2, W. 46TH ST., NEW YORKTHE NEW "COUNTRY TUNE"
SENSATION—HONEST TUNE'SWALKING THE FLOOR
OVER YOUDICK ROBERTSON
DECCA No. 4189ROB ATCHER ERNEST TUBBS
Ork No. 6795 DECCA No. 5958AMERICAN MUSIC, INC.
1241 N. Pennsylvania St. Hollywood, Calif.

also advise. . . . Specialized at Ocean Park is doing a good business. . . . Dick O'Brien, who has been picked up by his wife, Berle Fishman. On the way out at Hollywood, Paul Gerber's spot, are the new machines, Franky Vassallo, 77 Bloor, Jack Danaher, Franky Vassallo, Maritza Randall and Jack Green. . . . Bill Moore, Santa Monica scale and general operator, several hours along Pine bluffs and operators.

Guthrie Gets O. K.

Jack Guthrie, Jack Guthrie Distributing Company, has purchased the O. K. Music Company from Glenn Gray. Guthrie shall be off at his own place. . . . Among the out-of-town visitors have been there, scale operator Fred Laugha, Calif. There is plenty of activity in that section and the scale business is booming. . . . Cal types and Henry Brown, scale operators, are now in the San Diego area, have been asked to bring their wife to Los Angeles. . . . Fred Laugha, scale operator, is now in the San Diego area, has been asked to bring their wife to Los Angeles. . . . Fred Laugha, scale operator, is now in the San Diego area, has been asked to bring their wife to Los Angeles. . . . Fred Laugha, scale operator, is now in the San Diego area, has been asked to bring their wife to Los Angeles.

Rubber Salvage

Two well-known former coin machine men got in a wailing for Uncle Sam due to the fact that they are now in the rubber business. . . . Fred Laugha, scale operator, is now in the San Diego area, has been asked to bring their wife to Los Angeles. . . . Fred Laugha, scale operator, is now in the San Diego area, has been asked to bring their wife to Los Angeles.

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One More for Moby

One more for Moby, scale operator, has been picked up by his wife, Berle Fishman. On the way out at Hollywood, Paul Gerber's spot, are the new machines, Franky Vassallo, 77 Bloor, Jack Danaher, Franky Vassallo, Maritza Randall and Jack Green. . . . Bill Moore, Santa Monica scale and general operator, several hours along Pine bluffs and operators.

Guest Ticks

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Jack Lane Is Wounded

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Plans To Help
Small Business

WASHINGTON, June 27.—Discussions of plans for aiding small business plants increase from day to day here and also in other manufacturing centers in the country. Officials say that, while sort of help for small plants is almost sure to be developed in the near future. It was expected that their efforts would bring more difficulties for small plants and this would be showing up. In New York City this week Philip H. Hest, chief of the Federal Reserve Bank, told WPA, and in his speech that at least 25,000 small factories will be forced to close their doors in the next few years and that production values they get are of a kind of government.

Relatively Small Sum

"In relation to current war production expenditures, the sum would seem to be relatively small," said one official of the country's small enterprises staff war production is financed and they can receive operations in the near future to aid.

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developed overhead system. One of the main devices was that of Thomas Bellows, a Los Angeles engineer, who had developed a mechanical keyboard for his system in 1917, however, they considered it having good time in the production of the American economy. . . . Thomas Bellows, a Los Angeles engineer, who had developed a mechanical keyboard for his system in 1917, however, they considered it having good time in the production of the American economy. . . . Thomas Bellows, a Los Angeles engineer, who had developed a mechanical keyboard for his system in 1917, however, they considered it having good time in the production of the American economy.

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A BARREL OF NICKELS FOR YOUR CUSTOMERS

and
A BARREL OF NICKELS FOR YOU!

• STANDARD RECORD T-2057 •

TAP THE BARREL DRY

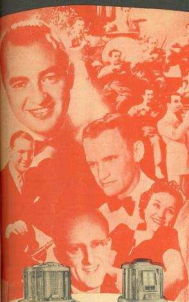
(Reverse Side, "HAPPY PAPPY")

• By the famous RENE MUSSETTE ORCHESTRA •

SEE YOUR LOCAL JORNER NOW!

Standard Phono Co., 168 W. 23d St., N. Y., N. Y.

In their leisure moments—SERVE AMERICANS
with **MUSIC AT THEIR FINGER TIPS!**



HARD working Americans . . . in their leisure moments . . . are patronizing the "just around the corner spots." Many of these locations offer fine opportunities for the Seeburg music operator. More than ever before . . . patrons . . . particularly those engaged in war work . . . will patronize and appreciate "convenient music" . . . which is another way of saying, Seeburg Wireless Remote Control Music. Make a thorough check of all your locations! Install Seeburg Wireless Remote Control Music . . . or add to your present Seeburg System installations.

To Go Ahead—Go

Seeburg

J. P. SEEBURG CORPORATION • 1500 DAYTON ST., CHICAGO



THE NEW '42 SEEBURG
REMOTE SYMPHONOLA



SEEBURG DUO-REMOTE
CONSOLE



SEEBURG WIRELESS WALL-O-MATIC
3x-16x-15x
Single Coin Chute



SEEBURG WIRELESS BAR-O-MATIC
3x-16x-25x
Single Coin Chute

Music Operators! —
TURN IN ALL OF YOUR OLD RUBBER
YOUR COUNTRY NEEDS IT!





ST. LOUIS' FAMOUS "ROSE BOWL" WINS ACCLAIM WITH ITS WURLITZER MUSIC

● Since its opening three years ago Wurlitzer Music has played a colorful part in popularizing St. Louis' busy Rose Bowl Restaurant.

Installed by the Advance Phonograph Corp., Wurlitzer Music Merchants, this complete Wurlitzer installation has been consistently complimented by "Rose Bowl" patrons. Consisting of a Wurlitzer



J. K. Jehnatz, owner of the "Rose Bowl" stands at the bar beside a Wurlitzer Model 430 Selective Speaker.

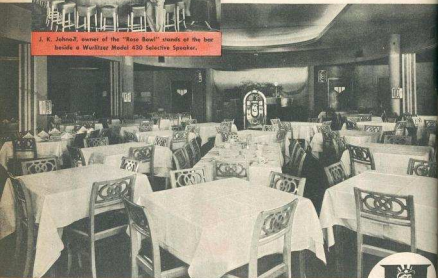


Exterior of St. Louis' popular "Rose Bowl" Restaurant at 3323 So. Kingshighway Blvd.

Model 850 phonograph, a Model 430 Selective Speaker and a battery of Model 125 Five, Ten, Twenty-five cent Wall Boxes, it puts Wurlitzer music within easy reach of every patron.

The Rudolph Wurlitzer Company, No. Tonawanda, New York.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS



IT'S WURLITZER IN AMERICA'S TOP LOCATIONS

